



Daniel Sánchez

Senior Digital Art Director

www.danilosavaq.com
 emailme@danilosavaq.com
 +(813) 770 8537

Bachelor of Fine Arts-Major in Design and Advertising from the University Toulouse Lautrec in Lima - Peru.
WordPress & Magento Expert. HTML, CSS, ASP and PHP Skills

12 years of experience in the art and digital design. Web Design & Development (UX/UI Design).
 Work Experience: Ad Agencies, Interactive Design Studios, Marketing and Software's companies.

Advertising, Design and Creativity have always played a significant role in my life inside and outside of work. I'm forever thinking two steps ahead and constantly excited with new ideas. I believe successful creativity comes from DNA + passion + learnings.

There is always an adventure to test this theory and there is always a reason to be inspired.

Currently working for A2dd Web Media Design as Senior Art Director & SEO Specialist since July 2018

Modern Enterprise Solutions

Senior Digital Art Director & Advertising Manager 14' - 18'

Brand development, web site traffic growth, SEO, web site UI and advertising revenue. Brand Design, SM Advertising strategy and internet statistics systems. Magazines and online campaigns, including business plan & online sales strategy development. Responsibilities include designing externally, online campaigns identifying effective key components of digital outreach through data analysis (and application of user research, experience + content strategy, etc) to enhance the user experience campaign. Cross marketing with partners, local businesses and golf tournaments events.

ECO Energy

Senior Digital Art Director & Advertising Manager 11 - 14'

Brand development, web site traffic growth, SEO, web site UI and advertising revenue. Brand Design strategy and internet statistics systems. Magazines and online campaigns, including business plan & online sales strategy development. Responsibilities include designing externally, online campaigns identifying effective key components of digital outreach through data analysis (and application of user research, experience + content strategy, etc) to enhance the user experience campaign.
 - August 2011 – February 2014 (2 years 8 months) Tampa, Florida.

LearnSmart - IT Training Software

Senior Digital Art Director 11'

Responsible for the creation of the online visual design, including typography, conceptualization, branding and iconography design for the interactive platforms. This temporary project was to create the direction a conceptualization of the future online marketing idea, four times a week with a different concept every month.
 - May 2011 – July 2011 (3 months) Tampa, Florida.

Swope, Rodante P.A. Law Firm

Web & Graphic Designer 10'

This Law Firm in Ybor City was looking for a graphic designer to develop a new ad campaign for local newspapers and magazines. I was in charge to design a new look for these two law firms (Swope, Rodante P.A., and Vanguard) + other few businesses that Mr. Swope is running in the Tampa Bay Area as "The Bunker" Coffee Bar and Ybor City Motorcycle Hog Rentals.
 - April 2010 – November 2010 (8 months) Tampa, Florida.

CEA Marketing Group

Web & Graphic Designer Freelance 09'

Specializes in Web Design and Web Development.
 - October 2009 – October 2010 (1 year 1 month) Clearwater, Florida.

Tafuro Communications & The Clarke Group

Web & Graphic Designer 08'

Involved in the concept design and self-communication of the studio. Specializes in Web Design and Web Development. The understanding of SEO, Google and web position was a very good experience working with the Tafuro team.
 - 2008 – 2009 (1 year) Tampa, Florida.

Summary

Work Experience

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A2dd Web Media Design

Senior Art Director / Web Graphic Designer / SEO 06'

Self-employed working with designers and freelancers around the Tampa Bay area. I was responsible for the concept design, print, web/graphic design, web development and SEO management.
 - April 2005 – Tampa, Florida. Present (9 years)

Aproddis / Nonprofit Organization

Volunteer / Web Graphic Designer 05'

Responsible in Print, Identity and Web. Managing resources as Art Director on large projects especially ones involving brochures, graphical material, government disability guides and web design. Recognition by the United Nations during the project (ABA) Architectural Barriers Act Accessibility for disability people.
 - August 2005 (1 year) – Lima, Peru. Civil Rights and Social Action

DNA Communications / Web Media Design

Art Director / Web Graphic Designer 03'

Self-employed working with designers and freelancers in Lima-Peru. I was responsible for the concept design, print, web/graphic design and web development.
 - January 2003 (2 years) – Lima, Peru.

Asix Online / Web Media Design

Art Director / Web Designer 01'

Involved in the concept design and self communication of the studio. Specializes in Web Design and Web Development. Managing resources as Art Director on large projects especially ones involving web design.
 - March 2001 – 2003 (2 years) Lima, Peru.

Cyberlink / Web Media Design

Art Director / Web Graphic Designer 00'

Involved in the concept design and self communication of the studio. Specializes in Web Design and Web Development. Managing resources as Art Director on large projects especially ones involving web design and ad magazines.
 - April 2000 – 2001 (1 year) Lima, Perú.

Mc Cann Erickson / Advertising

Web Designer Freelance 00'

Web Design and Animation projects for Credit Cards companies.

Bates Peru / Advertising

Art Director Jr. 99'

Involved in the concept design and self communication of the agency. Specializes in Graphic Design. Managing resources as Art Director Jr. on large projects especially ones involving retail products and graphic design.
 - May 1999 – 2000 (1 year) Lima, Peru.

Forum & Forum / Advertising

Art Director Jr. 97'

Involved in the concept design and self communication of the agency. Specializes in Graphic Design. Managing resources as Art Director Jr. on large projects especially ones involving Dinners Club, Daewoo Motors, General Electric and local Banks.
 - September 1997 – 1999 (2 years) Lima, Peru.

Viso Interamericana / Advertising

Graphic Design intern. 96'

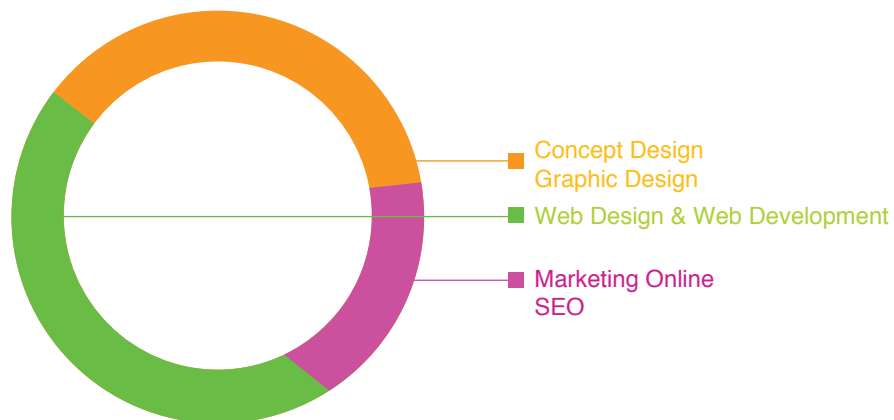
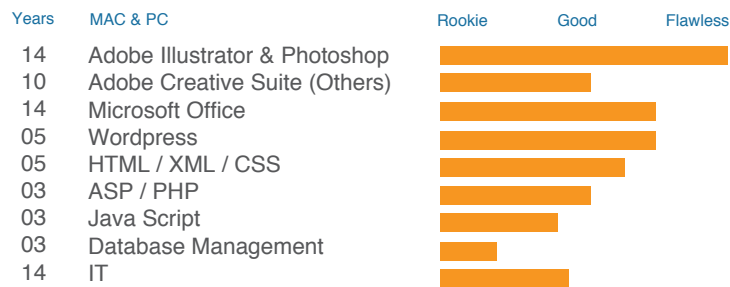
Specializes in Print and graphic design.
 - 1996 – 1997 (1 year) Lima, Peru.

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Dinners Club International, Daewoo Motors, General Electric, International Beer Garten.
Tre Amici - The Bunker (Ybor City), Swope, Rodante P.A. Law Firm, Vanguard Law Firm
and The Clarke Group Ad Agency.



Language: English / Spanish